

GOOD
FOR
25
50
100
AND
MORE
VOTES



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Save the Flour Sacks with the Above
'TRADE-MARK'

The Herald gives one vote for each penny represented in the retail sale price on receipt of sacks or barrel tags showing trade mark.

SOLD BY ALL GOOD GROCERS.



Healthy
Cows
and a
Sanitary
Dairy
Means
Pure
Milk.

These caps redeemable at The Herald office for 10 votes in the \$25,000 contest.

These labels are redeemable at The Herald office for votes in The Herald \$25,000 Contest. 10c size, 10 votes; 5c size, 5 votes; 2c size, 2 votes.



Leadbeater's Flavoring Extracts. Unsurpassed in richness and delicacy of flavor. If your dealer cannot supply, please let us know and your order will be filled.
E. S. LEADBEATER & SONS
ALEXANDRIA, VA.



If you've got a cold, apply Mustard. It's the best remedy when you're sick. It'll break it up before morning. 25c a jar. At Drug Shops.

We give Herald \$25,000 contest votes.



DY-LOX

Save the cartons. Good for 100 votes.

A Substitute for Nature's Hair Color Pigment. A refined scientific remedy for gray, bleached, and faded hair. Dy-Lox Compound is a purely vegetable remedy, and is used without the least fear of injury to the hair or scalp. Price, 50c. Compounded by Scientific Chemical Laboratories, Chicago, U. S. A.



10c Cartons
Redeemable
for
10
VOTES
in
\$25,000
Contest

EMERALD'S
SYSTEM CLEANSERS—A tablet easy to take, that quickly cleanses the system of all impurities—TEN CENTS A BOX.
DRUG COMPANY
4th Street and Mass. Avenue.
GOOD FOR VOTES IN HERALD \$25,000 CONTEST.

If you want something fine in
a SEIDLITZ POWDER, Try

HOFF'S LEMON SEIDLITZ
TRADE MARK

It Costs No More Than the Ordinary Kind

LABELS GOOD FOR VOTES WASHINGTON HERALD CONTEST

THE DIRT RUSTLER



Save Box Tops. Redeemable at Herald Office for 10 votes in \$25,000 contest.

"Pulmo Elixir"

For the Lungs

Strongly Indicated for CONSUMPTION, COUGHS, COLDS, CATARRH, CROUP, BRONCHITIS, ASTHMA, and Other Lung and Throat Affections.
THE PULMO MEDICAL COMPANY
Warder Building, 9th and F.
SAVE THE LABELS—Good for votes in \$25,000 contest.

DARTS
25 for 25c

The Candy Coated Tablets which are pleasing to taste for the
LIVER, BLOOD, AND KIDNEYS.
For sale at all drug stores.
SAVE THE CARTONS
Redeemable for 25 votes.

Demon Exterminator
KILLS 'EM.
Death to Vornin and Bugs.

FOR SALE AT DRUGGISTS.
Save the Labels.
One vote in \$25,000 contest for every penny in retail price.

THE NEW DISCOVERY
"X-ILRO"
THE BEST YET.

FOR
HEADACHE
INDIGESTION
DYSPEPSIA
**NO FUSS
NO MUSS
NO FIZZ**

Tonic and Bracer for THE MORNING AFTER. Sold everywhere. Four-dose bottles... 10c. At all Soda Fountains and Bars, by the glass.

THE NEW DISCOVERY
"X-ILRO"
THE BEST YET.

SAVE THE BOX TOPS

Wood Dale
CANDIES

NOTED FOR PURITY and FRESHNESS
50c POUND

Box Top Good for 50 Votes.
Half Pound Box Top Good for 25 Votes.

Famous Chocolate Mints, 10c a Box.
Box Top Good for 10 Votes.

2006 Fourteenth Street N. W.
Phone for a Box—North 3631.

Search the Columns of The Herald Daily for Advertisements Containing the Line:
"We Give Votes in The Herald's \$25,000 Contest"

DON'T FORGET THAT THE ADVERTISEMENTS OF MERCHANTS AND MANUFACTURERS GIVING VOTES IN THE CONTEST ARE SCATTERED THROUGHOUT THE PAPER.



First

Patronize retail merchants
advertised in the
contest.

**HOW TO SECURE
VOTES.
TWO METHODS.**

Second

Purchase of manufactured
products advertised in con-
nection with contest.

It Is Simple.

Unnecessary Purchases Not Required.

No Money Demanded

There are two ways to get votes. One deals with the patronage of the retail merchants, and the other with the purchase of the manufactured products. By purchasing advertised products at advertised establishments it is possible to get votes twice for the same purchase.

THE FIRST METHOD: VOTES GIVEN BY RETAIL MERCHANTS ADVERTISED IN CONTEST TO PATRONS UPON REQUEST AT THE RATE OF ONE FOR EACH 5 CENTS IN PURCHASE.

A list of the retail merchants, advertising in connection with the competition, will be found in each issue of The Herald. In the advertisement of each of these merchants will be found a line, reading, "We give votes in The Washington Herald's \$25,000 contest." The list of these merchants should be kept close at hand, so that they may

be patronized when it is necessary to make a purchase. The list is a complete one, and there is hardly a conceivable article which cannot be purchased at one of the establishments.

The Herald should be read carefully every day. The advertisements are scattered through the paper. It is a bad plan merely to watch the classified lists of advertisers. By reading each of the advertisement closely and thoughtfully, the contestant will get an accurate knowledge of what the various merchants have to sell, and when it is necessary to purchase any of these articles, he will know exactly where to go, and not only get what he wants, but procure the votes also.

It is advisable for contestants to secure copies of the list of advertising merchants and manufacturers from the Advocate and distribute them among their

friends, with the request that they patronize the establishments and products and save the votes for them. By following out this plan, the contestant will not be required to spend a cent to obtain votes. It is no trouble to the friends. In asking a person to assist him in the competition, a contestant is doing a valuable service to that person. For by patronizing these merchants and manufacturers, the public will be sure to get the best quality at the most reasonable prices.

THE SECOND METHOD: VOTES GIVEN BY THE ADVOCATE AT HERALD BUSINESS OFFICE FOR LABELS, WRAPPERS, TRADE-MARKS, BOTTLE CAPS, AND CARTONS OF MANUFACTURED PRODUCTS ADVERTISED IN CONTEST AT RATE OF ONE FOR EACH CENT IN PURCHASE.

The advertisements of all manufactured products, in particular, should be read carefully. In each is a sentence telling exactly what must be exchanged to secure votes. It may be a label, or a wrapper, or a trade-mark, or a bottle cap, or a carton—so in order to avoid mistake, it is advisable to pay special attention to this class of advertisements.

These advertised products should always be purchased in preference to others. Contestants should ask their friends to buy these products and to save the required medium of exchange for them. Labels, trade-marks, &c., from products advertised in the contest will be accepted regardless of whether the purchase was made at a merchant advertising in the competition or not. It is advisable, however, for contestants

to purchase the products at the establishments of merchants in the contest, for in this way it is possible to receive votes twice. To illustrate, a contestant purchases a box of Hoff's Lemon Seidlitz Powders at the Ideal Pharmacy. Both the manufacturer and the druggist are advertisers in the contest. The patron, upon request, receives five votes from the pharmacist for patronizing the establishment—one for each 5 cents in purchase. The contestant then takes the box top to The Advocate at The Herald business office and receives twenty-five votes for patronizing the manufacturer—one for each cent in purchase.

The Advocate is ready to exchange votes for labels and wrappers and other trade-marks at any time. His office is open day and night.

**EACH VOTING DISTRICT
WILL HAVE A SEPARATE
GROUP OF LIKE AWARDS**

Contest Will Be Virtually Four
Independent Competitions.

The city has been divided into four voting districts, and each will have its own set of awards. This is for the purpose of equalizing the distribution of awards among the people of the different sections of the city.

The four sets of awards will be identical, and will be given to the contestants in the various districts procuring the greatest number of votes. This makes the contest practically four separate competitions. In addition to these awards there will be a grand award of a \$5,000 house and lot to the contestant with the greatest number of votes in the entire District of Columbia, irrespective of voting districts.

The district divisions have reference merely to the awards and in no wise relate to the methods of obtaining votes. Contestants may procure votes in any part of the city, irrespective of whether the merchants which they patronize are in their voting districts or not.

THE FOLLOWING ARE THE CONTEST DISTRICTS:

DISTRICT No. 1 comprises the entire territory west of Eighteenth Street.

This includes the houses along the west side of the street.

DISTRICT No. 2 is bounded by and includes the east side of Eighteenth Street, the District line on the north, the north side of U Street, the west side of North Capitol Street, north to Michigan Avenue; the north side of Michigan Avenue to Maryland Road, the west side of Maryland Road, north to Third Street Northwest, and the west side of that street.

DISTRICT No. 3 comprises the territory directly south of District No. 2, and is bounded by and includes the east side of Eighteenth Street, south of U Street; the south side of U Street, the west side of North Capitol Street, south of U Street, and the west side of South Capitol Street, down the river.

DISTRICT No. 4 comprises the entire territory east of and including the east side of North Capitol and South Capitol Streets, the east side of Maryland Road, and the east side of Third Street Northeast, from the intersection of Maryland Road northward. This district embraces Brookland and Randle Highlands.

The object of the contest is to stimulate business and to direct the purchasing public to those concerns where they can get the best returns for their money. The effect of the competition will be to increase newspaper advertising, to make the public acquainted with the leading retail merchants and manufacturers operating in the city, and to educate the public to patronize these enterprising establishments. The Herald recommends

every establishment and product which will be advertised in connection with the contest.

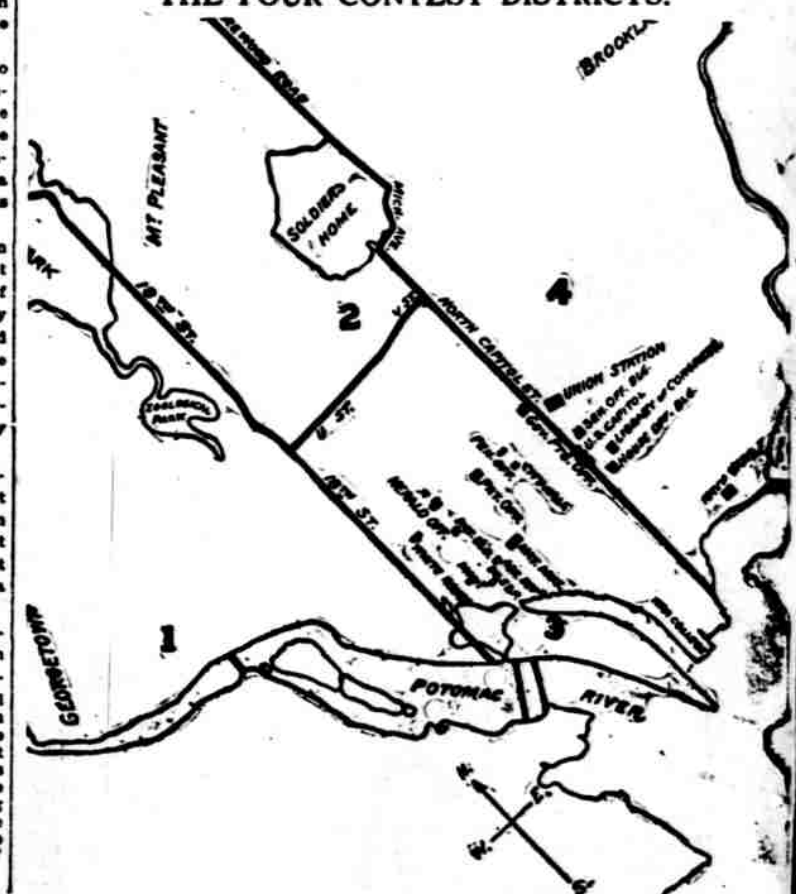
No skill is required in the contest. No special qualifications are necessary to enter. If you have enough spirit to desire any of the 350 articles which are to be awarded, you have the making of a winner in you. It is astonishing what a person can really do when he sets his mind upon accomplishing a certain end.

You are not asked to spend a cent in the contest. You are not asked to solicit a single thing. All that is required of you is to read The Herald carefully every day, patronize the special merchants and manufacturers who advertise to give votes in this contest, and obtain the cooperation of your friends in your personal campaign. Does that require any special gift from the gods?

You cannot afford to delay in the matter. The contest is now started. Start early on your quest for votes. Send in your nomination blank at once, so that you may be registered as a contestant and you may receive 1,000 votes as a "starter."

Always patronize merchants whose advertisements appear in connection with the contest. It is only by a strict adherence to this principle that you will come to success. Whoever you are, you have just as good a chance now for one of the 350 articles as your neighbor. It is altogether a question of who takes the greatest interest in the contest. The man who sets in his mind upon winning a certain article and backs up his desire by honest effort should be among the victors at the end of the six months' competition.

THE FOUR CONTEST DISTRICTS.



Each Contestant Is Entitled to One Nomination Blank, Good for 1,000 Votes.

Fill Out and Mail to The Washington Herald

It Costs Nothing to Vote, and You Are Under No Obligations in Entering the Contest.

Nomination Blank.

THE ADVOCATE,
THE WASHINGTON HERALD:
Dear Sir—Please enter below as a candidate in The Washington Herald \$25,000 Voting Contest.
Name Dist. No.
Address Tel. No.
Nominated by
Upon acceptance of this nomination, the nominee will be credited with 1,000 votes in the contest as a "starter." Only one nomination accepted for each nominee.

